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news
release
from

GENERAL FOODS, LIMITED

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FOR IMMEDIATE RELEASE

COBOURG, Ont., May 28 -- Four spades turned four symbolic sods today in a novel ceremony that launched a major expansion program at the Cobourg plant of General Foods, Limited.

Four buildings with a total floor space of 170,000 sq. feet will be constructed on the 50-acre plant site. They will make this the most diversified General Foods' plant on the continent.

Officiating at the sod-turning ceremony were Cobourg Mayor J.A. Heenan and three executives of General Foods, Limited: M. R. Bohm, whose appointment was announced today as the new president of General Foods, Limited effective July 1st; Warren G. Leonard, vice-president, operations; and R.G. Parker, plant manager.

The expansion, increasing the size of the Cobourg plant by 80% will consolidate the company's Ontario facilities and at the same time improve customer service through a new system of warehousing and distribution

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Three of the new buildings--a large distribution warehouse, a one-storey office building and a new lunchroom and maintenance shop building--are scheduled for completion in late December. The fourth, a three-storey cereal processing plant, will be ready for production next spring.

